Foundations of MARKETING

Seventh Edition

Chapter 16

Advertising and Public Relations

Pride | Ferrell

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Learning Objectives

16-1 Describe advertising and its different types.

16-2 Summarize the eight major steps in developing an advertising campaign.

16-3 Identify who is responsible for developing advertising campaigns.

16-4 Describe the different tools of public relations

16-5 Analyze how public relations is used and evaluated.

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Advertising

Advertising – a paid form of nonpersonal communication that is transmitted to a target audience through mass media

- Used by small and large organizations to
  - Change their corporate image
  - Build brand equity
  - Launch new products
  - Promote current brands
- Can have a profound impact on how consumers view certain products

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Types of Advertising

- **Institutional advertising** - promotes organizational images, ideas, and political issues
- **Advocacy advertising** - promotes a company's position on a public issue
- **Product advertising** - promotes the uses, features, and benefits of products
- **Pioneer advertising** - focuses on stimulating demand for a product category
- **Competitive advertising** - attempts to stimulate demand for a specific brand

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Discussion Point - Institutional Advertising

Source: California Walnuts

California Walnuts created an advertisement to promote the benefits of walnuts. The advertisement shows four different vegetable dishes utilizing walnuts to show its versatility for cooking healthy meals.

Does this ad inspire you to add walnuts to your meals?

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Types of Competitive Advertising

- **Comparative advertising** – compares the sponsored brand with one or more identified competing brands on the basis of one or more product characteristics
- **Reminder advertising** – tells customers that an established band is still around and still offers certain characteristics, uses, and advantages
- **Reinforcement advertising** – assures current users that they have made the right brand choice
  - Tells the current users how to get the most satisfaction from that brand
  - Reinforces to consumer that they are making a good decision
- **Native advertising** – digital advertising that matches the appearance and the purpose of the content in which it is embedded

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Advertising Campaign

Advertising campaign - involves designing a series of advertisements

- Places the designed advertisements in various advertising media to reach a particular target audience
- Steps and their order may vary according to
  - Organization's resources
  - Nature of the product
  - Type of target audience to be reached

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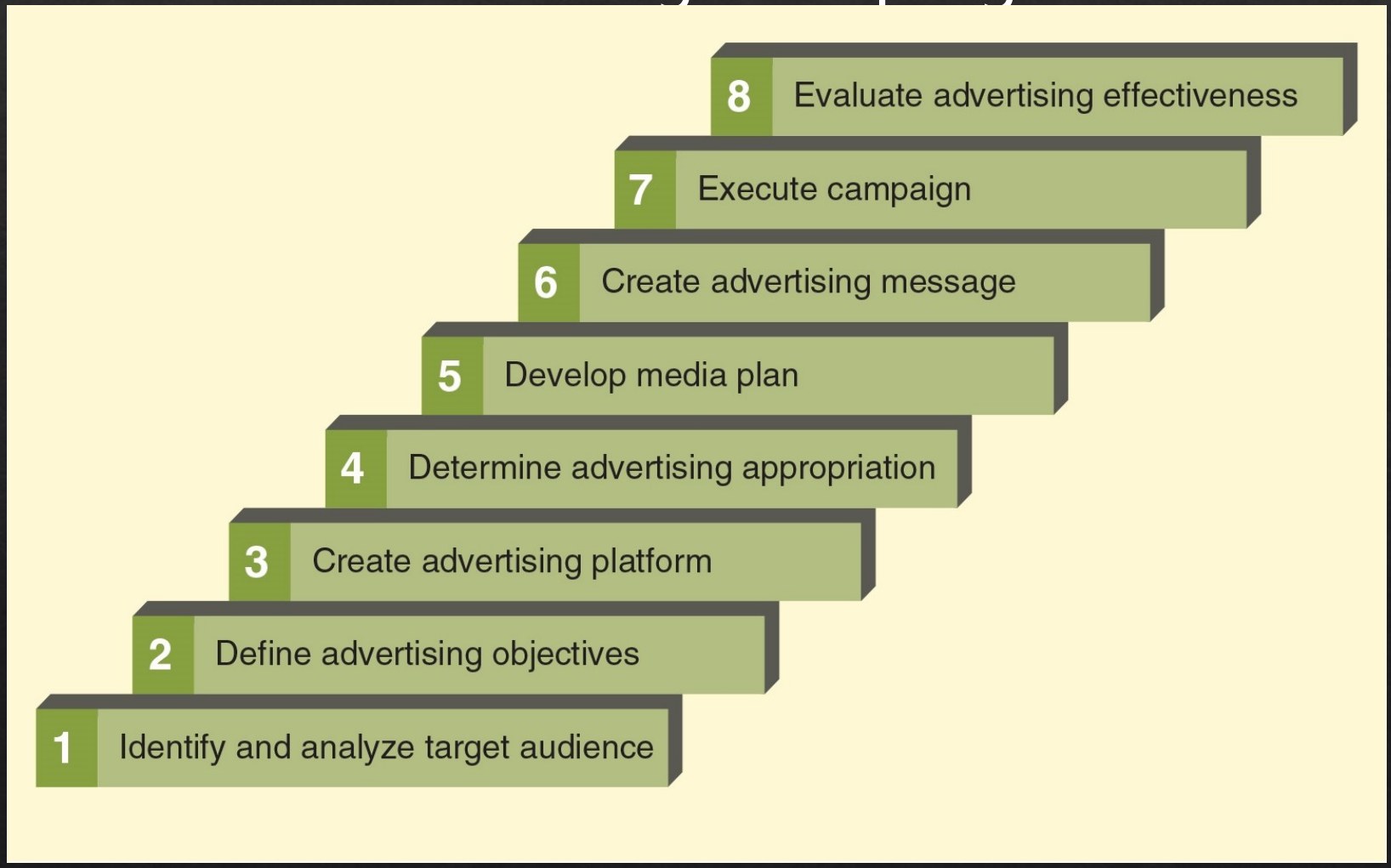
Figure 16.1 - General Steps in Developing and Implementing an Advertising Campaign


8 Evaluate advertising effectiveness
7 Execute campaign
6 Create advertising message
5 Develop media plan
4 Determine advertising appropriation
3 Create advertising platform
2 Define advertising objectives
1 Identify and analyze target audience

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Identifying and Analyzing the Target Audience

Target audience – the group of people at whom advertisements are aimed

- Information needed depends on
  - Type of product being advertised
  - Characteristics of the target audience
  - Type and amount of competition
- Advertisers must create a campaign that will resonate with the target market.
- Knowledge about target audience helps firms develop an effective advertising campaign.

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Discussion Point – Targeting Different Markets

Source: DSW Inc.

Source: Tod's Group

Tod's targets a more affluent target audience than Designer Shoe Warehouse does.

Which ad drew your attention? What demographic factors might have attracted you to that ad?

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Defining the Advertising Objectives

- Advertising objectives
  - Should be stated clearly, precisely, and in measurable terms
  - Should contain benchmarks and specify a time frame
  - Should indicate how far the advertiser wishes to move from these standards
- Objectives can be defined on the basis of
  - Sales
  - Communication

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Advertising Platform

- **Advertising platform** - consists of the basic issues or selling points to be included in the advertising campaign
- Sets forth the basic issues but does not indicate how to present them
- Surveys customers about what they consider most important in selection and use of the product involved

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Determining the Advertising Appropriation

Advertising appropriation – the total amount of money a marketer allocates for advertising for a specific time period

- Objective-and-task approach - determine the objectives a campaign is to achieve and then calculating the cost to attain them
- **Percent-of-sales approach** – determine budget by multiplying firm's past and expected sales by a standard percentage

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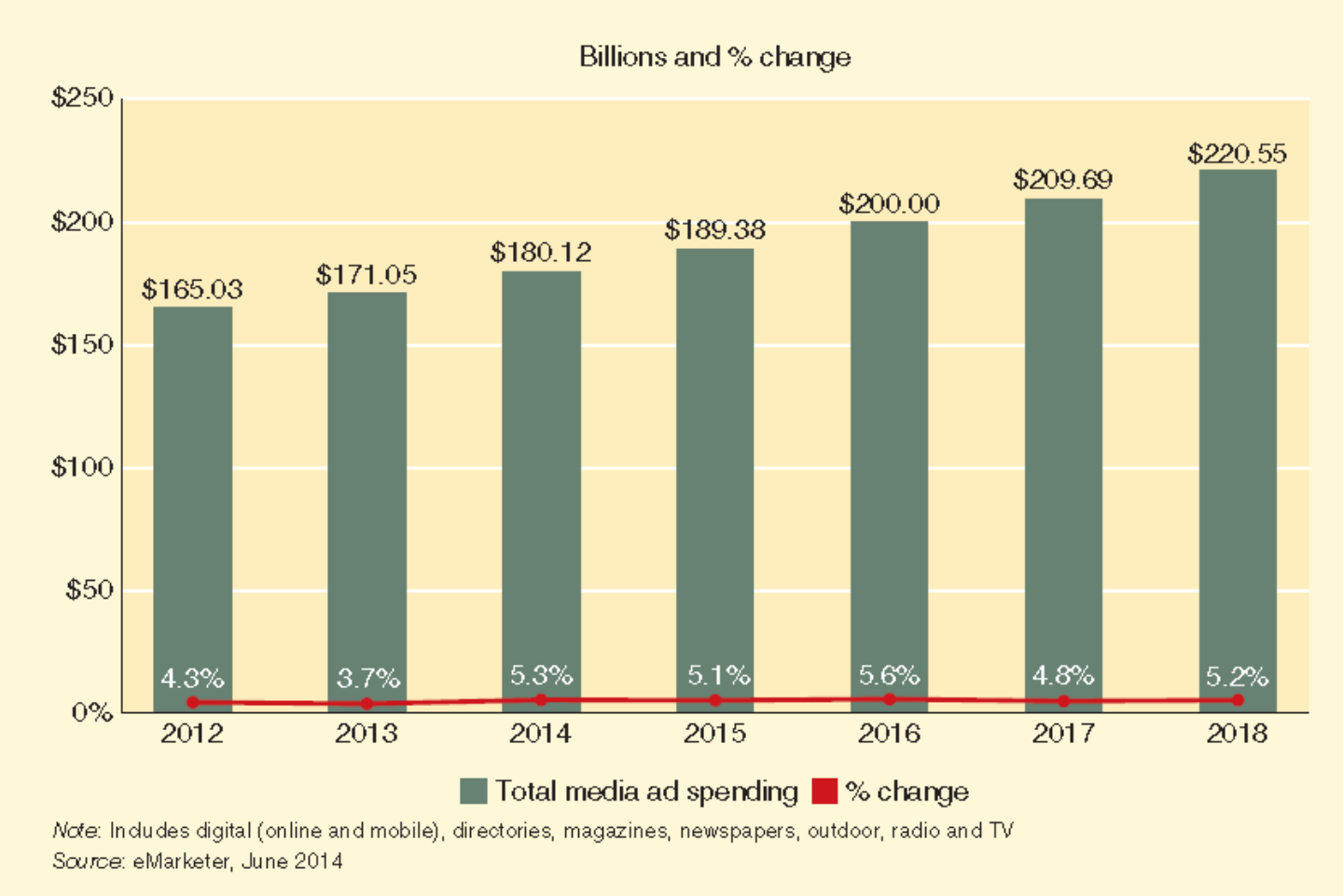
Figure 16.2 – US Total Media Ad Spending, 2012–2018



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Techniques Used to Determine the Advertising Appropriation

- **Competition-matching approach** - marketers try to match their major competitors' appropriations in absolute dollars
  - Allocate the same percentage of sales for advertising that their competitors do
  - Must consider that competitors likely have different advertising objectives and different resources for advertising
- **Arbitrary approach** - high-level executive in the firm states how much to spend on advertising for a certain period

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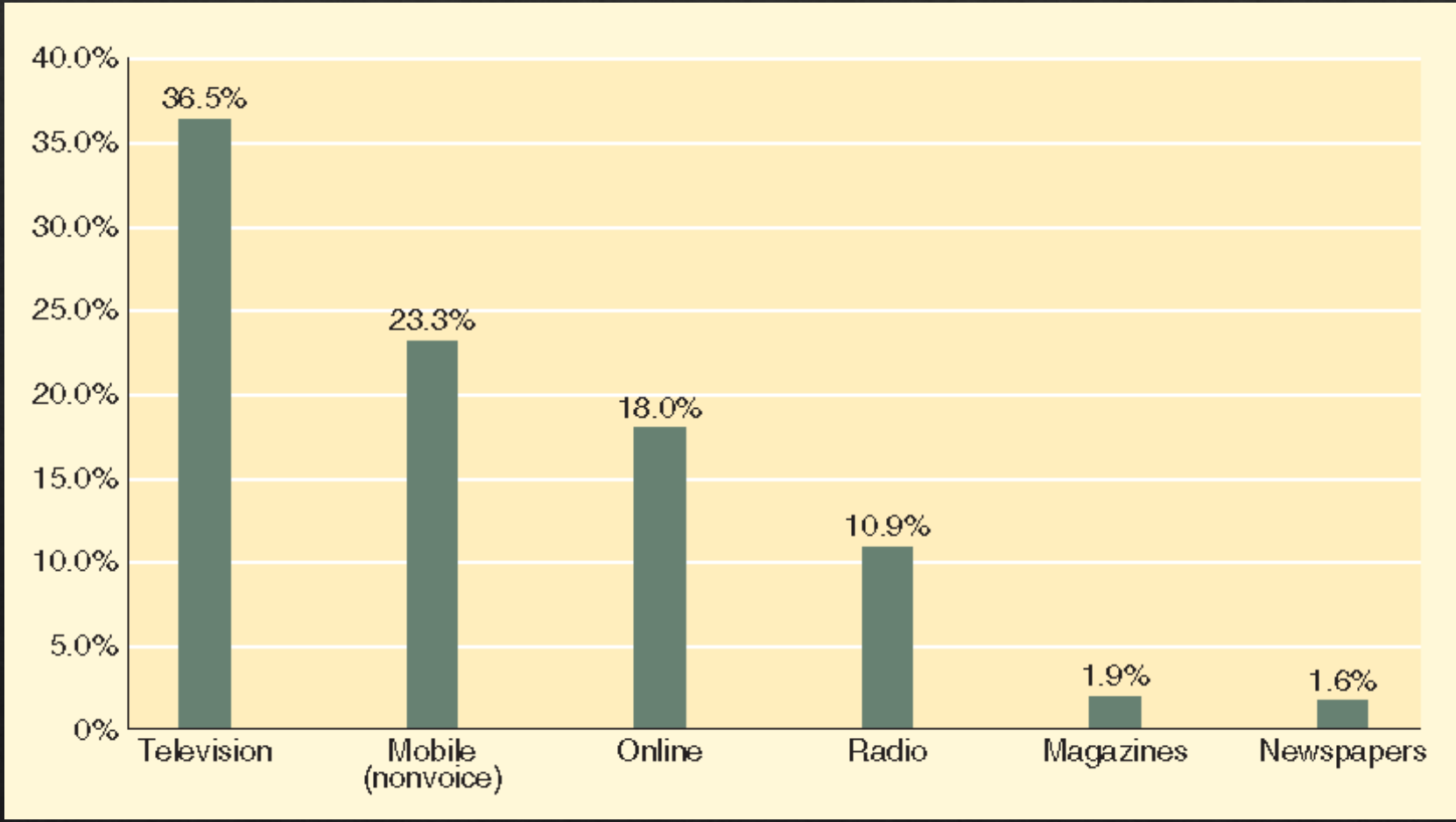
Figure 16.3 – Share of Time Spent with Media per Day by U.S. Adults



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Media Plan

Media plan - sets forth the media vehicles to be used and dates and times the advertisements will appear

A media plan determines

- How many people in the target audience will be exposed to the message
- The effects of the message on the specific target markets

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Developing the Media Plan

- Planners select the media for the campaign and prepare a time schedule for each medium
- Primary goal - to reach the largest number of people in the advertising target that the budget will allow
- Secondary goal - to achieve the appropriate message reach and frequency for the target audience while staying within budget

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Media Planners

- Media planners first decide which kinds of media to use depending on
  - Location and demographic characteristics of consumers in the target audience
  - Sizes and types of audiences that specific media reach
- **Cost comparison indicator** - compares the costs of several vehicles within a specific medium in relation to the number of people each vehicle reaches

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Discussion Point – Digital Advertising

Source: www.pfchangs.com

P.F. Chang's Restaurant digitally promotes its specials and menu items on its website.

Do you search online for menus and specials before you choose a restaurant?

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Types of Media Schedules

- Continuous schedule – used when advertising runs at a constant level with little variation throughout the campaign period
- Flighting schedule – advertisements run for set periods of time; alternating with periods in which no ads run
- Pulsing schedule – combines continuous and fighting schedules
  - During the entire campaign, a certain portion of advertising runs continuously.
  - During specific time periods of the campaign, additional advertising is used to intensify the level of communications with the target audience.

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Table 16.1 - Advantages and Disadvantages of Major Media Classes

Medium	Advantages	Disadvantages
Newspapers	Reaches large audience; purchased to be read; geographic flexibility; short lead time; frequent publication; favorable for cooperative advertising; merchandising services	Not selective for socioeconomic groups or target market; short life; limited reproduction capabilities; large advertising volume limits exposure to any one advertisement
Magazines	Demographic selectivity; good reproduction; long life; prestige; geographic selectivity when regional issues are available; read in leisurely manner	High costs; 30-to 90-day average lead time; high level of competition; limited reach; communicates less frequently
Direct mail	Little wasted circulation; highly selective; circulation controlled by advertiser; few distractions; personal; stimulates actions; use of novelty; relatively easy to measure performance; hidden from competitors	Very expensive; lacks editorial content to attract readers; often thrown away unread as junk mail; criticized as invasion of privacy; consumers must choose to read the ad
Radio	Reaches 95 percent of consumers; highly mobile and flexible; very low relative costs; ad can be changed quickly; high level of geographic and demographic selectivity; encourages use of imagination	Lacks visual imagery; short life of message; listeners' attention limited because of other activities; market fragmentation; difficult buying procedures; limited media and audience research
Television	Reaches large audiences; high frequency available; dual impact of audio and video; highly visible; high prestige; geographic and demographic selectivity; difficult to ignore	Very expensive; highly perishable message; size of audience not guaranteed; amount of prime time limited; lack of selectivity in target market
Internet	Immediate response; potential to reach a precisely targeted audience; ability to track customers and build databases; highly interactive medium	Costs of precise targeting are high; inappropriate ad placement; effects difficult to measure; concerns about security and privacy
Yellow Pages	Wide availability; action and product category oriented; low relative costs; ad frequency and longevity; nonintrusive	Market fragmentation; extremely localized; slow updating; lack of creativity; long lead times; requires large space to be noticed
Outdoor	Allows for frequent repetition; low cost; message can be placed close to point of sale; geographic selectivity; operable 24 hours a day; high creativity and effectiveness	Message must be short and simple; no demographic selectivity; seldom attracts readers' full attention; criticized as traffic hazard and blight on countryside; much wasted coverage; limited capabilities

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Creating the Advertising Message

Factors affecting the content and form of a message

- Product’s features, uses and benefits
- Intensity of the advertising
- Characteristics of the people in the target audience
- Advertising campaign’s objectives and platform
- Choice of media

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Regional Issues

- **Regional issues** - versions of advertisements and editorial content that differ across geographic regions
  - Companies may choose to advertise in only one region.
  - Enables a firm to use the same message in different regions at different times.

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Copy

- **Copy** - the verbal portion of an advertisement
  - Headlines - critical as is the only part that people read
  - Subheadlines - links the headline to the body copy
  - Body copy
    - Introductory statement or paragraph
    - Several explanatory paragraphs
    - Closing paragraph
  - Signature - identifies the advertisement's sponsor

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Guidelines for Developing Body Copy

- Identify a specific desire or problem.
- Recommend the product as the best way to satisfy that desire or solve that problem.
- State product benefits and indicate why the product is best for the buyer's particular situation.
- Substantiate advertising claims.
- Ask the buyer to take action.

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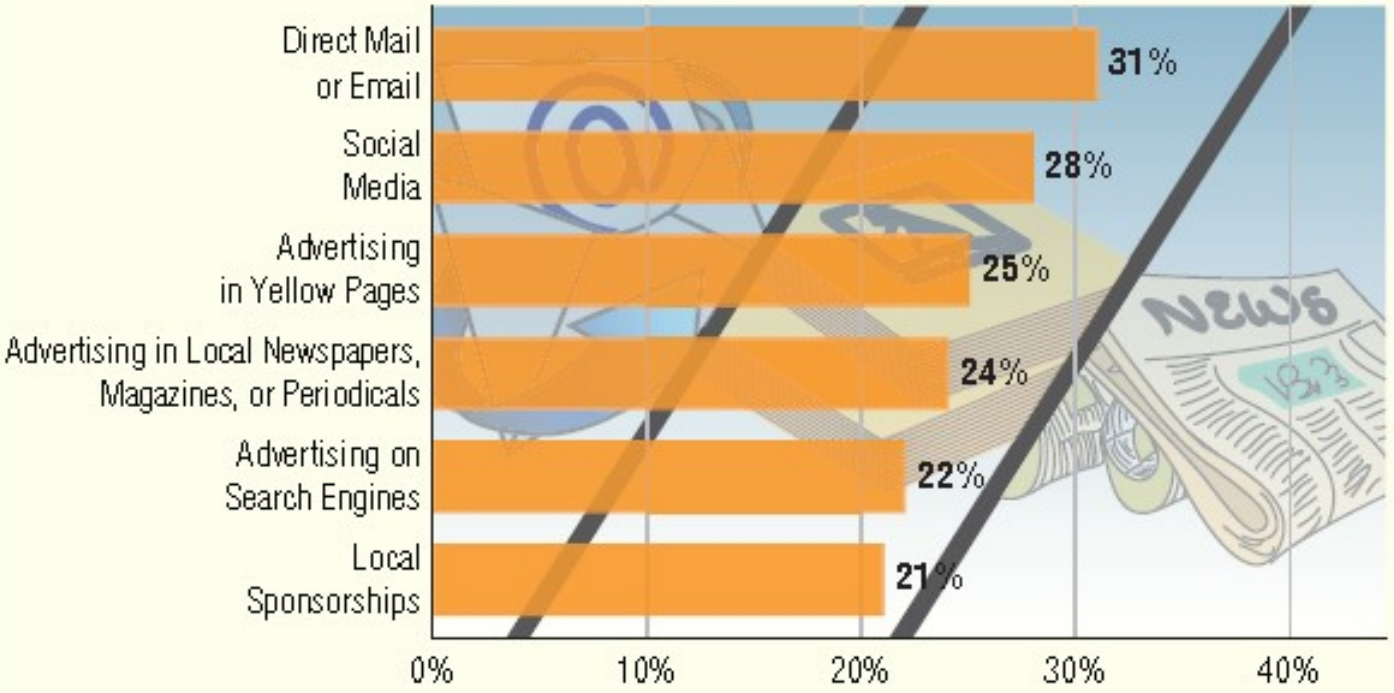
SNAPSHOT

Advertising for Small Businesses

Top six most popular ways to advertise, promote, or publicize (N=334)



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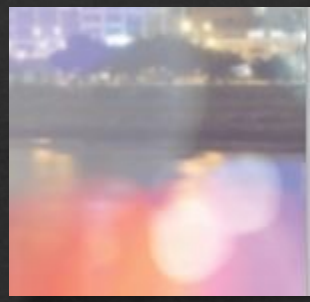
Discussion Point - Spokescharacter



Source: © 2012 Kellogg NA Co

Keebler uses elves to promote the taste and quality of its cookies.

Name some other spokescharacters used by other companies and describe the message they deliver about the product.

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Radio Copy and Television Copy

- Radio copy
  - Should be informal and conversational to attract listeners' attention
  - Should consist of short, familiar terms, which increase their impact
- Television copy
  - Audio material must not overpower the visual material, and vice versa
  - **Storyboard - d**epicts a series of miniature television screens

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Artwork

Artwork – consists of an advertisement's illustrations and layout

- **Illustrations** - photographs, drawings, graphs, charts, and tables
  - To encourage audiences to read or listen to the copy
  - To communicate ideas that are difficult to express
- Can take the form of
  - Comparisons and contrasts
  - Diagrams and testimonials
- **Layout** – the physical arrangement of the illustration and the copy

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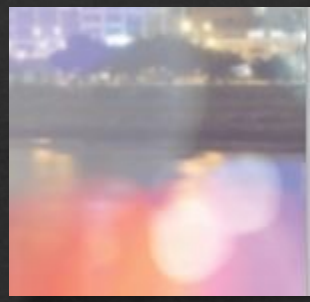
Discussion Point – Components of a Print Ad



be a great one.
We know being a great pet parent is more than just a belly rub. It's about caring for all of your pet's physical, mental, social and emotional needs. At Petco, we believe in WholePets®, our commitment to providing all the products, services and advice you need to help you be a great pet parent.
You can be a great one. Go to petco.com/wholepets or your local Petco for details.
wholepets
complete care for your pet's health.
petco

Source: © 2014 Petco Animal Supplies, Inc.

This Petco advertisement contains components of a print ad, including a headline, subheadline, body copy, signature, and illustration.

What do you think about this layout? Are the elements arranged effectively?

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Executing the Campaign

- Requires extensive planning and coordination
- People and firms contributing to a campaign
  - Production companies
  - Research organizations
  - Media firms and printers
  - Commercial artists
- Implementation requires detailed schedules to ensure various phases of the work are done on time
- Management evaluation of quality; corrective action as needed

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Evaluating Advertising Effectiveness

Ways to test the effectiveness of advertising

- Measuring achievement of advertising objectives
- Assessing effectiveness of copy, illustrations, or layouts
- Evaluating certain media

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Evaluating Advertising Effectiveness: Pretest

- **Pretest** - evaluation is performed before the campaign begins
  - **Consumer jury** – a panel of existing or potential buyers of the advertised product
  - Based on belief consumers express what influences them

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Evaluating Advertising Effectiveness: Posttest

- **Posttest** - evaluation of advertising effectiveness after the campaign
  - Determined by advertising objectives
  - Generalizations can be made about
    - Why advertising is failing
    - Why media vehicles are not delivering the desired results

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Evaluating Advertising Effectiveness: Methods

- Methods based on memory
  - **Recognition test** - respondents are shown the actual advertisement and asked whether they recognize it
  - **Unaided recall test** – respondents asked to identify advertisements they have seen recently but are not given clues
  - **Aided recall test** – asks respondents to identify recent ads and provides clues to jog their memories
- Source data - individuals' behaviors are tracked from television sets to checkout counters

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Who Develops the Advertising Campaign?

- Advertising in very small firms
  - One or two individuals are responsible
  - Depend heavily on local media for
    - Copywriting and artwork
    - Advice about scheduling media
- Advertising in large firms
  - Involves creation and implementation of campaigns
  - May consist of a few multi-skilled individuals or a sizable number of specialists

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Large Firm Advertising Campaign

- Most large firms
  - Obtain services of independent research organizations
  - Hire freelance specialists
  - Employ an advertising agency to develop advertising campaigns
- Advertising agencies assist businesses in supplying the services of highly skilled specialists

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Public Relations

Public relations – a broad set of communication efforts used to create and maintain favorable relationships between an organization and its stakeholders

Can be used to promote

- People and places
- Ideas and activities
- Countries

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Discussion Point - Public Relations

Source: Steve Lagreca/Shutterstock.com

Mary Barra, CEO of General Motors, reveals the newest model of the Chevrolet Volt at the North American International Auto Show.

What are some other examples of a company using public relations to promote a product?

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Public Relation Tools

- Written materials
- Digital media
- Corporate identity materials
- Speeches
- Event sponsorships

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Publicity

Publicity - communication in news-story form about the organization, its products, or both

- Provides information about goods or services
- Announces expansions or contractions, acquisitions, research, or new-product launches
- Enhances a company's image

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Publicity-Based Public Relations Tools

- **News release** – a single page of typewritten copy; contains less than 300 words describing a company event or product
- **Feature article** – a manuscript of up to 3,000 words prepared for a specific publication
- **Captioned photograph** – a photograph with a brief description explaining its contents
- **Press conference** – a meeting called to announce major news events; media

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Public Relations Tool

Source: wellphoto/Shutterstock.com

Press conferences allow marketers to control the message about products and their relationships with consumers.

What other advantages are there to holding a press conference to promote a product?

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Table 16.2 – Top Ten Public Relations Firms

Rank	PR Agency
1	Edelman
2	Weber Shandwick
3	Fleishman-Hillard
4	MSL Group
5	Ketchum
6	Burson-Marsteller
7	Hill+Knowlton Strategies
8	Ogilvy PR
9	Brunswick
10	Havas PR

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Table 16.3 - Possible Issues for Publicity Releases

Support of a social cause	New products
Improved warranties	New slogan
Reports on industry conditions	Research developments
New uses for established products	Company's milestones and anniversaries
Product endorsements	Employment, production, and sales changes
Quality awards	Award of contracts
Company name changes	Opening of new markets
Interviews with company officials	Improvements in financial position
Improved distribution policies	Opening of an exhibit
International business efforts	History of a brand
Athletic event sponsorship	Winners of company contests
Visits by celebrities	Logo changes
Reports on new discoveries	Speeches of top management
Innovative business practices	Merit awards
Economic forecasts	Acquisitions and partnerships

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Advantages and Disadvantages of Public Relations Tools

Advantages

- Credibility
- News value
- Word-of-mouth communications
- Perception of media endorsement
- Cost of publicity is low compared with the cost of advertising

Disadvantages

- Time and effort required to judge importance of company messages
- Public relations personnel neither control the content nor timing of the communication
- Deletion of important content to fit the publisher's or broadcaster's requirement

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Evaluating Public Relations Effectiveness

- Environmental monitoring – identifies changes in public opinion affecting an organization
- Public relations audit – assess an organization's image among the public and evaluates the effect of a specific public relations program
- Communications audit – may include a content analysis of messages, readability study, or a readership survey
- Social audit – measures the extent to which stakeholders view it as being socially responsible

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Evaluating Public Relations Effectiveness (continued)

- Effectiveness of publicity-based public relations can be measured by counting the number of exposures in the media.
- Measurement does not reveal how many people have actually read or heard the message or what people thought about the message afterward.
- Measuring changes in product awareness, knowledge, and attitudes is helpful

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Measuring Public Relations Effectiveness

- Measuring changes in
  - Product awareness
  - Knowledge
  - Attitudes is helpful
- Companies must measure these levels before and after public relations campaigns.

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Dealing with Unfavorable Public Relations

To protect its image, organizations

- Should try to prevent negative incidents and events
  - Safety programs
  - Inspections
  - Training
  - Effective quality control procedures
- Need to establish policies and procedures to reduce the adverse impact of news coverage of a crisis or controversy
- Should expedite news coverage of negative events to avoid discouraging or blocking them

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